

Here's the proof that **Kay Francis** won
Top Star Rating in her **FIRST Warner**
Bros. picture —

“More than deserves top billing . . . a most charming damsel.”

—N. Y. Telegraph.

“Bright-eyed and stunning . . . men too are fully appreciative of Kay's charms . . . she's intriguing.”

—N. Y. Daily News.

“Irresistibly handsome.”

—N. Y. American.

“Alluring . . . vivid . . . stunning looking.”

—N. Y. Graphic.

“Finely able interpretation Miss Francis gives.”

—N. Y. Herald-Tribune.

“Radiates charm.”

—N. Y. Sun.

Now She's Set as a Big Box
Office Bet in Her SECOND
Warner Bros. Hit—



STREET MEN

with **FRANCIS**

KAY AND YOUNG

BASED ON THE NOVEL BY POPPUS BANKS

Directed by **MA YO**

ARCHIE

WARNER BROS. PRESENTS A **ULTRAPHONE PICTURE**

STREET of WOMEN

PRODUCTION STAFF

From the novel by POLAN BANKS
 Screen play by MARY MCCALL, JR.
 Adaptation and dialogue by CHARLES KENYON
 Directed by ARCHE MAYO
 Photography by ERNEST HALLER
 Art Director ANTON GROT
 Film Editor JIM GIBBONS



Kay Francis as she appears in her latest picture for Warner Bros. "Street of Women." Supporting Miss Francis are Roland Young and Alan Dinehart. Archie Mayo directed.

Cut No. 17 Cut 30c Mat 10c

CAST OF CHARACTERS

KAY FRANCIS
 Natalie
ALLAN DINEHART
 Larry
MARJORIE GATESON
 Lois
ROLAND YOUNG
 Link
GLORIA STUART
 Doris
ALLAN VINCENT
 Clarke
LOUISE BEAVERS
 Maid
ADRIENNE DORE
 Frances
 Page Two

KNOW

THESE FACTS

Follow These Sales Angles

This picture contains a daring sex angle that you can play up.

This is a daring sex story that you can put across in a strong but inoffensive manner just as you did with "Man Wanted."

Sell it as having a most daring story that only a great star such as Kay Francis could successfully portray.

Play up Kay Francis as a star who top rating by her splendid consistent standing work on the screen.

Play up the ability of Kay Francis to the most delicate situations in a most five yet inoffensive manner.

Sell it as a fitting setting for the display of the talent, the grace and the vivacity alluring Kay Francis.

Sell her as being the best dressed woman of the screen. Feature her gorgeous wardrobe as a fashion appeal for women.

Sell it as rolling up the shades on life, revealing the most intimate of human emotions and relations.

Make your lobby reflect the sex note of the picture by using alluring stills and lobby displays.

THE STORY

Larry Baldwin, for years a waster and drinker, suddenly reforms and becomes a power in business—due to his love for Natalie. They keep their love a secret because Larry is a married man with a young daughter, Doris, and Natalie has a brother, Clarke, who idolizes her.

Meanwhile, unknown to Natalie and Larry, Doris and Clarke fall in love. Doris is brokenhearted when she learns her father is in love with the sister of the man she intends to marry. She goes to Natalie and asks her to give up her father. Natalie, realizing she is hurting Doris and summing Clarke's probable reaction, promises to do so.

Natalie tells Larry of her decision, and he finally agrees. As Larry is taking leave of Natalie, Clarke enters the room. He hears part of the conversation and is under the false impression that Larry has paid for his education. He takes the first boat for South America, where he is placed in charge of some work for his firm. He refuses to write to his sister or Doris, feeling he cannot marry the daughter of the man who has been his sister's lover. He returns a year later and continues to ignore Natalie, but meets Doris at a social function. All his love for her flares up. He tries to make up with her but she has nothing to do with him.

As Doris gets into her car, Clarke

sits beside her. She is furious and drives at terrific speed. They quarrel and she loses control of the wheel. The car is wrecked and both are injured. Larry and Natalie rush to the house where the youngsters have been taken. The shock softened Clarke and he makes up with his sister. Doris calls for Clarke and the two are reconciled. Doris' mother, who has learned of Natalie's relations with Larry, cuts her dead when she arrives at her daughter's bedside.

Separation from Larry has told on Natalie. She plans to go to Europe to forget. Larry's wife has refused to grant him a divorce. Link, Clarke's employer, who has been in love with Natalie for some time, is finally told why she will not marry him. He is a great friend of Larry's and decides to try to straighten out matters. Link knows Larry's wife. He goes to her and tells her she is the laughing stock of her set and the object of their pity as a wronged wife. This infuriates her and she determines to leave at once for Reno. Natalie and Larry attend an impromptu wedding arranged for Doris and Clarke. Then she rushes home to get ready for her trip abroad. Meanwhile, Larry has been informed by his wife that she is going to divorce him. He rushes to Natalie, gets there as she is leaving for the boat, and they settle matters satisfactorily between themselves.

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OFFICIAL BILLING

Warner Bros. Pictures, Inc.
 Present
"STREET OF WOMEN"
 with
 Kay Francis
 Roland Young
 Directed by Archie Mayo
 A Warner Bros. and Viaphone Picture

BIOGRAPHICAL BRIEFS

KAY FRANCIS—"Gentlemen of the Press," "Street of Chance," "Raffles," "For the Defense," "Virtuous Sin," "Passion Flower," "Vice Squad," "Transgression," "Twenty-Four Hours," "Girls About Town," "Man Wanted," "The Jewel Robbery," and "Street of Women."

ALLAN DINEHART—"Wicked," "The Brat," "Girls About Town," "Circumstances," "Disorderly Conduct," "Trial of Vivian Ware," and "Street of Women."

ROLAND YOUNG—"This is the Night," "A Woman Commands," "The Guardsman," "Pagan Lady," "Annabelle's Affairs," "One Hour

With You" and "Street of Women."

MARJORIE GATESON—"Beloved Bachelor," "False Madonna," "Society Girl" and "Street of Women."

ADRIENNE DORE—"Under Eighteen," "Alias the Doctor," "Union Depot," "The Expert," "The Famous Ferguson Case," "The Rich Are Always With Us," "Two Seconds," "The Dark Horse," "Man Wanted" and "Street of Women."

ARCHE MAYO (Director)—"Tillic," "Nancy From Naples," "Svengali," "Under Eighteen," "Bought," "The Expert," and "Street of Women."



Kay Francis who plays the leading role in Warner Bros.' "Street of Women." Supporting her are Roland Young and Allan Dinehart.

Cut No. 18 Cut 15c Mat 5c

LENGTH 5476 Ft.
RUNNING TIME . 60 Mins.



Kay Francis and Allan Dinehart in a scene from Warner Bros.' "Street of Women."

Cut No. 19 Cut 15c Mat 5c

your 1st story

This story contains complete information about "Street of Women," and is known to show-men as the "routine story."

Kay Francis' Most Daring Starring Vehicle Coming To Theatre Next

The old French proverb, "cherchez la femme"—"look for the woman," has been powerfully translated into terms of twentieth century American life in "Street of Women," which Warner Bros. have produced as Kay Francis' second starring vehicle, based on the successful novel of modern New York by Polan Banks, coming to the Theatre



KAY FRANCIS
Cut No. 21
Cut 15c Mat 5c

In the dedication of the hundred-story skyscraper which towers equally above the drama and the skyline of the metropolis, Larry Baldwin, its builder, sounds the keynote of the story when he declares:

"No man builds alone. Always there is a woman beside him. We all have our dreams but it is given to few men to see their dream realized. To the woman whose deep understanding and sound advice are responsible for whatever success I have attained—responsible for this realized dream, this building—I give my heartfelt thanks."

Kay Francis, as Natalie Upton, the woman who has been Larry Baldwin's inspiration and counsellor, adds another brilliant portrayal of the modern young woman to the gallery of parts she has already created. Miss Francis has emotional opportunities in "Street of Women" that no other role has yet afforded her.

While Lois Baldwin, Larry's wife, pursues her social career, Larry and Natalie have been blissfully happy in their love for each other and their work together for three years. Natalie's brother Clarke is the apple of her eye. Larry has a daughter Doris to whom he is devoted. The crisis in their lives comes when Doris and Clarke, in love themselves and engaged to be married, discover the relations between Natalie and Larry Baldwin. Doris pleads with her father to give Natalie up, and both agree it is the only thing to do, Clarke, however,

misunderstanding his sister's love for Baldwin, takes his angry departure for South America, leaving both Natalie and Doris broken-hearted at his action.

From this point, the drama sweeps through a series of unusual situations to an equally surprising conclusion.

No better cast could have been chosen to surround Miss Francis than Warner Bros. selected for the principal roles. Allan Dinehart has been one of Broadway's most popular leading men for ten years. Roland Young is equally well known in New York and Hollywood, on stage and screen, for the whimsical drollery of his performances.

Marjorie Gatensohn, Allan Vincent and Gloria Stuart round out the specially selected cast. Archie Mayo, famous director of Constance Bennett's "Bought" and Barbara Stanwyck's "Illlicit" directed "Street of Women."

Kay Francis and Allan Dinehart as they appear in the Warner Bros. Picture "Street of Women."

Cut No. 20 Cut 30c Mat 10c



than extras—in the cast, in addition to the star, and of these one is the maid in the mansion of Larry Baldwin (Allan Dinehart) a small part at best.

This is the smallest cast of players assembled for a Warner Bros. production in recent months, and is an indication of the compactness and tightness of the drama.

An analysis of the casts of the last fourteen Warner Bros.-First National productions shows that the average number of players required for their interpretation is 23.

The largest casts for 1932 on the Warner Bros.-First National lot have been those in "National Depot," which had 90 principals headed by Douglas Fairbanks, Jr. and Joan Blondell; "So Big" starring Barbara Stanwyck, which required twenty-

your 2nd story

"Street Of Women" Has Small, Compact Cast

"Street of Women," Kay Francis' latest starring vehicle for Warner Bros. coming next Theatre, is remarkable for the compact cast that is required to tell the story. There are only five persons—other

your 3rd story

Skyscraper Erected In "Street Of Women"

A hundred story skyscraper, a colossus of steel and concrete pier-

ing the Island, is one of the silent figures in the latest Warner Bros. picture starring Kay Francis.

This twentieth century cathedral of modern industry New York's skyline. Its grandeur is an integral and dramatic part of the story.

Larry Baldwin, its creator (played by Allan Dinehart) and Natalie Upton (Kay Francis) the woman who inspired it, which its creation from the windows of Natalie's penthouse apartment. Its dedication takes place at the moment of the greatest crisis in Natalie's life.

To make this living character a visible motion picture, Kay Francis' power as a dramatic actress in the story was a problem for the Warner Bros. studios.

The manner in which it was accomplished is a carefully guarded secret. So secret that as it carried out, however, as the picture grows from a mammoth skeleton of steel, to a completed achievement. The effect is only one of the many unusual and spectacular features of "Street of Women." Archie Mayo is responsible for the direction.

your 4th story

Kay Francis Knows Six Ways Of Living "No!"

How in these of Kay Francis' discoveries along that line during a situation in "Street of Women," which is her present starring vehicle for Warner Brothers, coming next Theatre.

Roland Young played opposite her, and the script called upon Miss Francis to say "No" six times in succession to six different requests from Young.

"And I want each 'No' to be different from all the others," said Archie Mayo, the director, before they went into the scene. "If any two are alike, the whole thing will go flat."

"I'll show you that I know my 'Noes,'" retorted Kay, and walked out among the lights before Archie could think up a suitable answer. "Splendid!" said Mayo, when the scene was completed. "I didn't think there were so many different ways of saying 'No!'"

"That shows how little you men know about 'No,' and they're all different, too. Want to hear them?" "No!" yelled Archie, throwing up his hands.

your 5th story

Kay Francis Longs For Havana Vacation

Kay Francis has one overwhelming longing that has gone unfulfilled for three years. Each year she fondly hopes she will be able to satisfy it. And each year her work has made it impossible.

She longs to visit Havana. Kay is an indefatigable and enthusiastic traveler. She has visited most of the countries of western Europe more than once. She knows her England, France and Holland well.

By the time Havana found a place on her mental itinerary, however, pictures had begun to usurp most of her time, particularly that part of the year when Havana is a good place to visit. Winter is the season in the West Indies, of course, and winter is a star's busiest season in the studios.

Since her entrance into filmdom in 1929, Kay Francis has hoped against hope that the studio program would afford her a sufficient leisure interval to make even a hurried trip to the Cuban capital.

"I think it must be the Spanish blood of my great grandmother stirring in me," laughed the vivacious, dark-haired star, as she sat on the set between scenes for her present Warner Brothers starring vehicle, "Street of Women," which will be shown next Theatre.

Opening Day Story

Brunette Star's Second Starring Picture Due Today

"Street of Women," beautiful Kay Francis' second starring vehicle for Warner Bros. opens today at the Theatre, with Miss Francis in the most important role of her screen career. "Street of Women" permits the

star to establish her place as "Hollywood's best dressed actress." In the picture she is seen in twenty-two complete costume changes. She is cast as a successful modiste engaged in wide social activities as well as business.

The story concerns the difficulties encountered when a married man falls in love with the modiste, whose young brother is in love with her lover's daughter. The complications bring both tragedy and joy, eventually settling themselves so that the situation is smoothed out for both couples.

"Street of Women," directed by Archie Mayo of "Bought" and "Illlicit" fame, brings a daring story to the screen, which is paralleled daily in real life. It is handled with delicacy and cleverness.

The cast, while small, has been especially selected with exact types and characters in mind. Allan Dinehart, Roland Young, Marjorie Gatensohn, Allan Vincent and Gloria Stuart play the major roles in the story, which was screened from the successful novel by Polan Banks.

Review

Kay Francis Superb In Compelling Film At Theatre

Kay Francis, undoubtedly the screen's most compelling brunette star, has never been more lovely nor more fascinating than in "Street of Women," her new Warner Bros. production which opened last evening at the Theatre.

This drama of modern skyscrapers, the men who conceive and build them and the women who inspire them, is an excellent vehicle for Miss Francis' beauty and dramatic ability. No one portrays better than she the young woman of 1932, talented and attractive, who makes a career for herself, only to find that success is only half of life, and the lesser half without love.

As Natalie Upton, the celebrated modiste who, against all her instincts and inclinations, finds herself the unwelcome side of a domestic triangle because of her love for Lawrence

Baldwin, Miss Francis is in her element from start to finish. She gives a richly varied and deeply human portrayal, supported by a cast of players that is one of the ablest we have seen in any picture this season.

Allan Dinehart, as Larry, and Roland Young, as Link Gibson—the two men who are equally devoted to Natalie—are not only brilliant actors but splendid foils for each other. It is a pleasure to watch them in their scenes with Miss Francis.

Marjorie Gatensohn as Lois Baldwin, the socially ambitious wife of Lawrence Baldwin, plays a disagreeable role with a sureness and authenticity that wins for an ungenial wife just the proper amount of sympathy and understanding.

Allan Vincent is Clarke Upton, Natalie's hot-headed brother, whose misunderstanding of his sister's devotion to Baldwin plays havoc with four lives for a while. Vincent plays the part of an impetuous over-idealistic boy with keen understanding.

In the role of Doris Baldwin, devoted equally to her father and mother and the only bond between them, Gloria Stuart stamps herself as one of the promising young actresses of the present season. Though this is almost her first picture experience, she brings to her performance an ease and poise that augurs well for her future.

The poignantly human drama of "Street of Women" moves engrossingly against a brilliant background of New York's mansions, penthouses, skyscrapers and night clubs, under the deft and able direction of Archie Mayo. The picture will undoubtedly create an even greater following for the alluring star.

PLANT THESE NEWSY AND INTERESTING STORIES WELL IN ADVANCE OF YOUR OPENING.

SMART AND SNAPPY



Missing Romance —
Who Hunt for

Girls Who "Care" for
Husbands —

Women Who Take All
And Give Nothing —

You'll meet them all—

in this sensational exposé of modern marriage and divorce! The best people will be proud to see it and the wise won't miss a word of it!

STREET of WOMEN

with

KAY FRANCIS
dangerous brunette of "MAN WANTED"
ROLAND YOUNG

A Warner Bros. & Vitaphone Hit

BEGINS TOMORROW

HOLLYWOOD

Cut No. 12 Cut 60c Mat 15c

Others Called It SHAMEFUL—
She Called It LOVE!

Her romance shocks society—
wrecks a marriage — shames
her brother — tears the heart
of the daughter of the man
she loves! Yet she calls it
Beautiful! See if you can find
the beauty beneath the shame



in

STREET OF WOMEN

A Warner Bros.
picture with

KAY FRANCIS
ROLAND YOUNG

NOW

STRAND



Cut No. 2 Cut 40c Mat 10c



PREPARE
YOURSELF—

For Two New Sensations—

STREET of WOMEN

A love story that would
startle Paris — and
KAY FRANCIS
more daring — more
devastatingly beauti-
ful than ever — with
ROLAND YOUNG

A WARNER BROS.
& VITAPHONE HIT

CIRCLE

Cut No. 3 Cut 20c Mat 5c

ADS THAT WILL SELL!

ALL THIS WEEK

STRAND

See the Rue de la Paix of America!

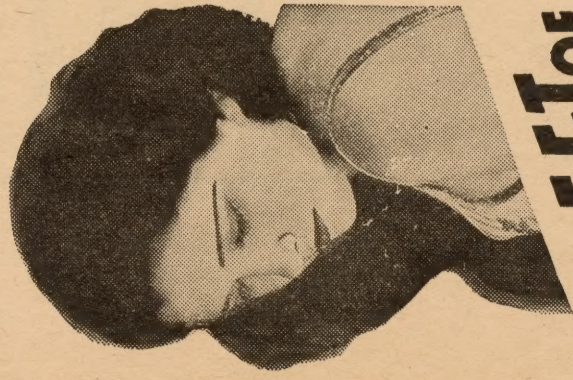
Where women, fashions and morals are a step ahead of Paris!

Where freedom is bought and alimony is spent —

Where wives hunt for romance — and girls hunt other women's husbands.

Where sales keep love warm and cocktails are mixed with tears—

The Secret Port of Misunderstood Men!



SECRET OF WOMEN
WITH **KAY FRANCIS**

and **ROLAND YOUNG**

A Warner Bros. & Vitaphone Hit

NOW SHOWING

APOLLO

Cut No. 4 Cut 20c Mat 5c

IT ROLLS UP THE SHADES ON LIFE!

Exposing the most intimate of human relations — between a husband who wasn't true — a wife who didn't care — and *A Woman Who Understood.*

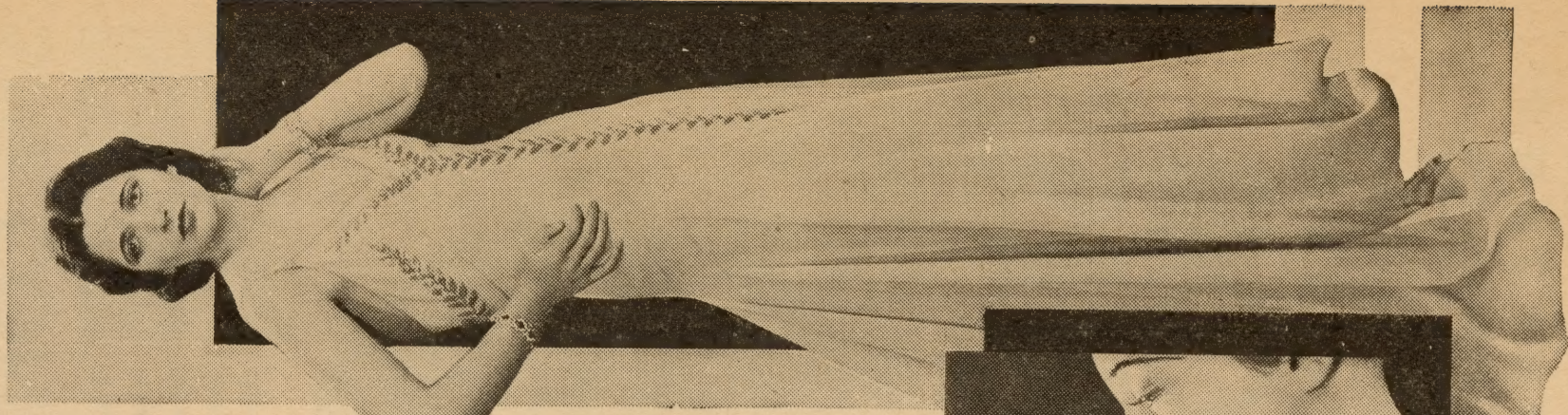


SECRET OF WOMEN
with **KAY FRANCIS**
and **ROLAND YOUNG**

NOW SHOWING

ORPHEUM

Cut No. 6 Cut 40c Mat 10c



SECRET OF WOMEN

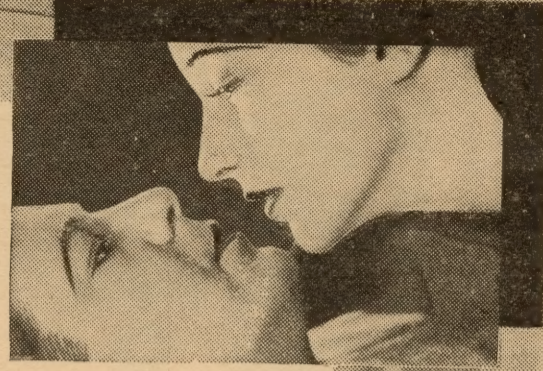
With *Fashion's Latest Lady* —

KAY FRANCIS

Hollywood's ten best-dressed women — she leads the parade of fashions and fascination!

With

ROLAND YOUNG



A Warner Bros. & Vitaphone Hit

Cut No. 5 Cut 60c Mat 15c

TONITE - **STRAND**

SHE CONFESSES-

The kind of love other women would hide —
Raises the shades on an intrigue that would shock the most sophisticated —



STREET of WOMEN

with **KAY FRANCIS**

Dangerous! Tempting! Tantalizing!
Superb actress — superbly gowned —
creates a new screen sensation that would
startle even Paris!

and **ROLAND YOUNG**

ANOTHER WARNER BROS. SUCCESS

Cut No. 9 Cut 40c Mat 10c

Page Six

STRAND



*She Gave All —
Asked for Not*

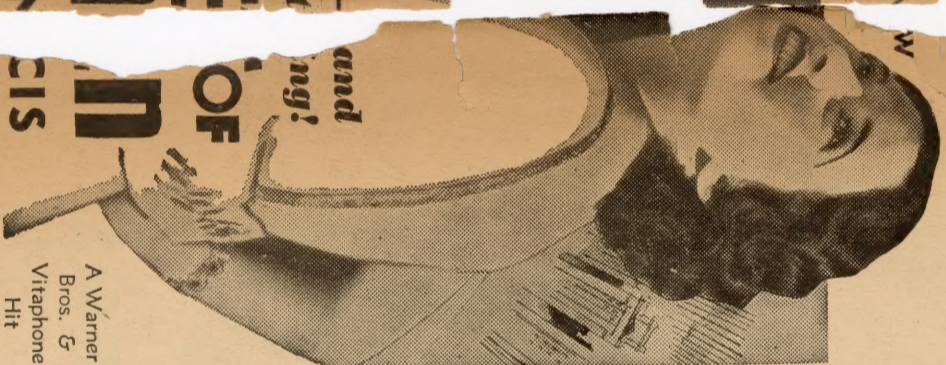
STREET WOMEN

with **KAY FRANCIS**
and **ROLAND YOUNG**

in the most daring
of the screen

Cut No. 8 Cut 4c

44



and
ng!

**OF
N FRANCIS
NG**

A Warner
Bros. &
Vitaphone
Hit

REMEMBER
Kay Francis is
conceded to be
one of the best
dressed women
on the screen.
Be sure to stress
the fashion angle
in your ads.

The Secret Port of
Misunderstood Men

STREET of WOMEN

with **KAY FRANCIS**

and **ROLAND YOUNG**



STRAND NOW PLAYING

Cut No. 16 Cut 40c Mat 10c

SHE GAVE HER HEART TO A MARRIED MAN!

Learn the secret of a Love sacrifice which gave a man a future—and gave a woman a past!



STREET of WOMEN

with **KAY FRANCIS**
ROLAND YOUNG
A Warner Bros. Hit

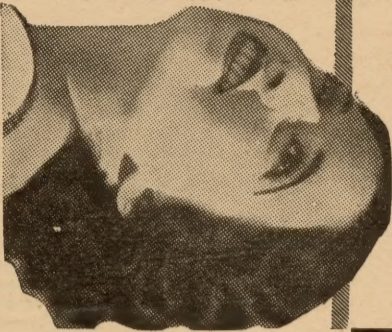
APOLLO

Cut No. 1 Cut 20c Mat 5c

SHE GAVE ALL AND ASKED FOR NOTHING

STREET of WOMEN

with **KAY FRANCIS**
and **ROLAND YOUNG**



TONITE — STRAND

Cut No. 14 Cut 40c Mat 10c

Hear the heart secrets of a woman who was once a lady—

Learn how to build a new life on the ruins of Romance — and make Love last forever — in

STREET of WOMEN

with **KAY FRANCIS**
ROLAND YOUNG
PLAYING POP.

STARS



Cut No. 14 Cut 40c Mat 10c

She Kissed With The Shades Up!

One Woman With The Courage Of Her Code—

“LOVE THAT IS BEAUTIFUL SHOULD NOT BE HIDDEN!”



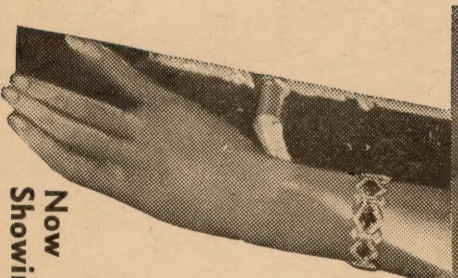
STREET of WOMEN

WITH

KAY FRANCIS

The screen's ten best-dressed women — twice as dangerous — twice as tantalizing in her second Warner Bros. sensation — with

ROLAND YOUNG



Now Showing

CAPITOL

Cut No. 7 Cut 40c Mat 10c

JUST ONE OF SCORES OF LETTERS RECEIVED! WHAT FINER PROOF CAN THERE BE OF KAY FRANCIS' GREATNESS!

The Strand Theatre

"The Home of Good Amusements"

A. C. Phillips
Proprietor

B. S. Moore
Manager

Phone 38 - 3

XXXXXX
XXXXXXXXXX

Walthalla, S. C.,

April 21 1932

Mr F P Bryan, Mngr
Vitagraph Inc
Charlotte N C

Dear Mr. Bryan:-

We wish to congratulate your company on the excellence of your current release- "MAN WANTED", featuring Kay Francis.

We have just finished showing it here, and we received a great number of compliments from members of our audiences. One lady said that this picture was worth at least a DOLLAR of anybody's money, even though the Depression is still with us.

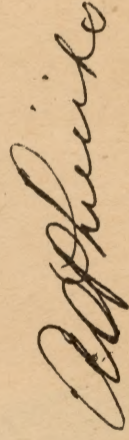
Her acting was superb; and the gowns she wore in MAN WANTED were very pretty and in perfect taste in each scene. David Manners and each member of the cast were as near perfect as one could possibly ask. And Una Merkel was simply a scream in her part.

You can tell your other Exhibitor friends that they can "Step on" this one and need have no fear of over-boosting MAN WANTED, for such a thing is almost impossible.

Here's to old First National and Warners.

Best regards

Yours truly



Manager Strand Theatre

...e Laughed At
...arriage — But
...ried For Love!



STREET of WOMEN

Where every address is the "right" number — Where every woman was once a lady — Where passion masquerades as love — And adventure answers every 'phone call!

STARTS THURS.

with

PALACE **KAY FRANCIS** and **ROLAND YOUNG**

Cut No. 11 Cut 60c Mat 15c

A
Warner Bros. & Vitaphone Picture

HERE'S A TIP . . .
Warner Bros. heralds are the greatest accessory buy the industry has to offer. Combining the pep of a smart novelty, the illustrative qualities of a twenty four sheet and the selling appeal of a smash ad, it's something you can't afford to be without! See the herald on this picture at your local exchange!

HERE'S ANOTHER
Use the official Warner Bros. trailer to sell this picture. It alone truly presents the powerful appeal of this great story. Get it from your local exchange.

STRAND -- NOW

STREET OF WOMEN

with KAY FRANCIS

Cut No. 13 Cut 20c Mat 5c

ROLLS UP THE
ADES ON LIFE

STREET OF WOMEN

with KAY FRANCIS and ROLAND YOUNG
ROLE -- NOW

Vo. 15 Cut 20c Mat 5c

1st day of run

Two Leading Educators Visit Kay Francis On Set

Dr. Jacob Gould Schurman, former president of Cornell University, and Professor Charles A. Beard, two of America's leading educators, visited the Warner-First National Studios in Burbank, Calif. not long ago and had their first glimpse of talking pictures being filmed, on the set where "Street of Women," starring Kay Francis, now showing at the Theatre was being made.

Miss Francis invited the party to be her guests on the set for the afternoon and presented them to Archie Mayo, her director, and to Roland Young and Allan Dinehart, the principal players with her in the cast.

The former president of Cornell had never visited an American motion picture studio before, but during his five years as United States Ambassador to Germany, had acquired considerable first-hand knowledge of the German studios and their methods of productions. The white-haired educator and diplomat was a keen and enthusiastic observer of every detail of the work, and both Miss Francis and Mr. Mayo were kept busy between scenes answering Dr. Schurman's questions.

2nd day of run

Copenhagen Favorite Capital Of Film Actor

A majority of our actors and actresses nominate France and Italy as their favorite playgrounds, outside of the United States. Not a few have definite ambitions to live in France or Italy when they retire. There are scattering votes for England and Germany of course, and one or two are attracted by Spain and the Argentine.

Copenhagen, Denmark, is the choice of Allan Vincent who has the juvenile role in the Warner Bros. picture, "Street of Women," starring Kay Francis under the direction of Archie Mayo now playing at the Theatre.

"I have spent some time in most of the capitals of Europe," said Allan, in explaining his unusual preference for the Danish metropolis, "and they all have their fascinations. But Copenhagen is the only one that ever aroused in me a desire to live there. For one thing, the climate of Denmark is more attractive than the climate of any other part of Europe. The summers are unequalled and the winters are stimu-

lating. Copenhagen has a cosmopolitan quality that is all its own, quite distinct from that of London, Paris or Berlin. Its theatres are among the finest on the continent and the drama is always at a high pitch there. To me, it's an ideal place in which to live."

3rd day of run

Gloria Stuart's Folks Old California Stock

A descendant of the 'covered wagon' pioneers—the third generation of born-and-bred Californians—is the youngest member of the cast of "Street of Women," in which Kay Francis' latest starring picture for Warner Bros. under the direction of Archie Mayo, now appearing at the Theatre.

Gloria Stuart, who has the ingenue role in this drama of modern New York, can count almost a hundred years of California history as her family background.

While California was still "Alta California," the northernmost province of the new republic of Mexico, Gloria's grandfather crossed the continent and settled in Marysville. There he established a prosperous lumber business. He saw the establishment of the Bear Republic, the American occupation, the world-famous gold rush of '49, the entrance of California into the Union as a state the following year.

Gloria's mother was born in Fresno and it was not until her generation that the family moved to Southern California. Gloria herself is a native of Santa Monica and a graduate of the University of California at Berkeley, where she distinguished herself, as a student, in college dramatics.

4th day of run

Dramatic Actress In "Street Of Women" Started As Soprano

Marjorie Gateson has been well-known as a dramatic actress for many years, but it was her ability to reach a high C that gained her her first opportunity on the stage.

To become an actress had been Marjorie's sole ambition from her earliest childhood. Her mother, who was a teacher of elocution and dramatic art, had given her the best of vocal training. The girl had an excellent singing voice.

One day Walter Damrosch advertised for chorus girls who could really sing, and could reach a high C.

He was about to produce an operetta of his own composition, and needed range singers with exceptional range.

Marjorie saw the ad and answered it. Damrosch listened to one song. Before she had finished, she was engaged. For several years thereafter Marjorie played nothing but light opera and musical comedy.

It was the late John Philip Sousa who predicted that Miss Gateson would eventually desert musical comedy for the dramatic stage. Her brilliant stage career bids fair to be duplicated on the screen. At the Theatre she is seen this week supporting Kay Francis in "Street of Women," which is the brunette star's current production for Warner Bros.

Features

DiETING "Just Pain In Stomach" To Kay Francis

BY LESLEY MASON

Keeping fit — preserving one's figure — is a perpetually haunting problem of the modern American woman, but it is neither a problem nor a mystery to Kay Francis.

Diets may be the most important things in the world to thousands of women, but they are just a pain in the stomach to the screen's most striking brunette.

She doesn't know one vitamin from another. She has just as little use for calories as she has for mosquitoes.

She eats what she pleases, when she pleases and the hobgoblin of undesired weight has never troubled her for an instant.

Ask Kay Francis what her beauty secrets are. She will flash you a quick look of surprise and then break into a good-natured laugh.

"I have three," she will tell you, "and you're welcome to all of them. Sunshine, fresh air and sleep. All I can get of all three. You can't buy anything in a bottle or a jar that will take the place of them.

"I spend all the time I can out of doors between my pictures. During production, I'm in bed often by eight o'clock, never later than nine, unless I'm actually working on the set at night. In which case, I make up my lost sleep the next day.

"Exercise? Well, I've never taken exercise for the sake of exercising in my life. I enjoy tennis. I adore sailing a boat. By the time I've tired myself out doing one or the other, I've had all the exercise I

could possibly have as much fun as anything singers with exceptional range.

It's a firm conviction anything you enjoy more beneficial to thing you do as a manful, monotonous diet applies to exercise. thing else in life.

"An hour of some that you enjoy, the will somehow do you just an hour of exercise, I believe greater benefit to well as physically and the sheer fun of the game gives that no mere see ever give.

"The same that work," said the "Women," her late opens next Theatre. "If I

message amount out of what I am I'd walk away from I like it better than I've ever done. even in the delay that are inevitable

"But if I ever thing, and found in enjoying it as I would ever indul front of a camera believe anyone ca has any value at joy doing it.

That's the rea normal, sane, spr woman as ever ros upon the magic

Interesting Family Ethic In "Street

Have the eth when they reach they begin to le the right to den same privilege?

This is the have in at I have in at I family and th lives in Kay H picture for W of Women," no Theatre. Befo

course, the s out for the m concerned, e mental solut problem.

But what of the hundred of similar situations, in real life, where no solution is possible except an unhappy one?

Briefly, the central situation in "Street of Women" is as follows:

After years of empty marriage to a woman whose social aspirations amount to a passion, Larry Baldwin meets a young woman who is not only intelligent and thoroughly congenial, but inspiring. Under her influence, he becomes a builder of skyscrapers. The two recognize their love for each other, but have maintained their social status quo on account of Larry's twenty-year old daughter, and Natalie's younger brother.

As the towering building that is Larry's greatest achievement approaches completion, Larry and Natalie feel that the time has come to throw off all pretense and seek happiness for themselves.

To their consternation, they learn that Larry's daughter Gloria and Nat's brother, Clarke, are engaged to be married. At almost the same time, the young people learn of the relations between Larry and Nat.

Gloria and Clarke insist that the two older people must give each other up, or their own lives will be ruined. And Larry and Natalie broken-heartedly agree they are right.

But are they?

We asked Kay Francis, after she had been living the role of Natalie Upton, "the other woman" in the case, what she thought of such a situation and the attitude of the younger generation.

"That's very difficult to say," the star answered, after wrinkling her pretty brows for some moments over the question. "There's no doubt in my mind that Natalie Upton is the woman for Larry Baldwin. She's really his mate. They prove it by the things they accomplish together.

"Unfortunately, they meet at the time when Larry's other obligations and responsibilities are paramount. Both recognize the fact and make the best of it, for the sake of Larry's daughter.

"But if you ask me whether a brother — such as Natalie Upton had, could have the right to demand that these two, after denying themselves until the two younger people were safely launched into life, should give each other up forever, I say that no human being has the right to dictate the life of another human being to that extent.

"Doris and Clarke, the young people in "Street of Women" are just that — two fine young people spoiled by too much love. And because Larry and Natalie still love them

devotedly, they are willing to sacrifice themselves and their own happiness for an entire lifetime to please them.

"Of course, it is one thing to imagine what one would do in a given situation, and a totally different thing usually when you find yourself actually in it," concluded the star. "But I hope that, if I ever had a daughter, I would have the good sense to be a more intelligent mother to her than three-quarters of the mothers I know."

Shorts

Roland Young, Screen Actor, Is Well-Known Author

Ever since Roland Young set the country laughing with his illustrated volume of original nonsense rhymes, "Not For Children," two years ago, his publishers have been urging him to issue a second volume in the same vein.

"Pictures have kept me so busy for the past two years," said he, during the production of "Street of Women," in which he has an important role with Kay Francis, star of the Warner Bros. production, coming to the Theatre next. "That I haven't had time to think in prose, much less in verse."

Gloria Stuart Of "Street Of Women" Near Tennis Champion

But for one thing, Gloria Stuart, who plays the ingenue role in the Warner picture, "Street of Women," starring Kay Francis which will be shown at the Theatre next. "I might have been a champion tennis player instead of an actress. Gloria is left-handed.

Tennis is Gloria's favorite sport. During her school days in Santa Monica, California, she was a classmate of Midge Gladman and Johnny Doege, and held her own on the tennis court with both of them. Professions, however, assured Gloria she could never hope for top honors in tennis as long as she remained a "southpaw."

Then Gloria decided the stage was to be her career and tennis was relegated to the status of recreation.

Kay Francis Wears 22 Costumes In "Street Of Women"

Ruth Chatterton goes through twenty-one complete changes of costume in "The Rich Are Always With Us," her first Warner Bros. picture.

Now Kay Francis, noted as one of the screen's best dressed women, goes her one better with twenty-two beautiful gowns in her current production, "Streets of Women," for Warner Bros. coming to the Theatre next.

With Miss Francis in "Street of Women," are such noted players as Roland Young, Alan Dinehart, Marjorie Gateson and Allan Vincent. A new picture find, Gloria Stuart is also featured. Archie Mayo directed.

Screen Player In Seven Films Since July

In spite of the fact that Allan Dinehart, well-known stage actor, has been on the screen only since last May, he will have seven pictures to his credit with "Street of Women," the Warner Bros. picture starring Kay Francis, at the Theatre. Allan has the role of Larry Baldwin in this adaptation of Polan Banks' novel of New York society and business.

Appears With Kay Francis In Two Pictures

Warner Bros. "Street of Women," now at the Theatre, marks Marjorie Gateson's second appearance in support of Kay Francis, the star of the picture, on the screen. Miss Gateson was previously in the cast of "False Madonna," Miss Francis' last picture for Paramount.

Leaves For England Few Hours After Picture Work

For five years Roland Young has been trying to find time for a trip to England. This spring he finally succeeded.

Young, who has one of the principal roles opposite Kay Francis in "Street of Women," her current starring picture for Warner Bros. which comes to the Theatre next. "I left for London six hours after his work in Miss Francis' picture was completed. He will play in two pictures for a leading British producer, returning to Hollywood early in July.

SELLING IT TO THE PUBLIC!

Special Kay Francis Matinee

"Street of Women" is ideal female film fare. It hits them from every angle, not the least of which is the stunning array of costumes worn by Kay Francis in what amounts to her own private fashion parade. One of the best stunts you can pull, therefore, is a special "Kay Francis Matinee" for your first showing. Advertise it as a fashion event. Announce that it's a woman's party entirely and no males will be permitted. Announce, further, that you will give an autographed photo of Kay Francis to every woman in the audience. You can secure these at \$7.50 per thousand from Gordon-Baker Printing Corp. (see ad in this section). Properly exploited, a woman's matinee on "Street of Women" will send your showing off with a lot of comment and word-of-mouth advertising. Start the ball rolling with the help of the ladies, and half your work is done.

Window Displays

Don't neglect the importance of window displays on "Street of Women." Secure every possible window. Tie-up in every way your playdate on everyone old enough to walk and read. Gown windows are your first thought, but don't forget the jewelry, glove, candy, hosiery, lingerie, shoe, and every other type of mercantile establishment which even remotely gives you a tie-up opportunity.

In all window displays, see that Kay Francis is given a big play. Use the ad stills available at your Warner Bros. exchange. Have your artist take particular pains with the posters for the window displays. Use bright feminine colors in harmony with the windows you secure.

If possible, secure empty store windows and dress them elaborately, with stills, lobby cards, one- and three-sheets. Give "Street of Women" a big display.

THROWAWAY—A good teaser throwaway has been prepared on this picture in the form of a business card inserted in an envelope. This bears the following copy "THE MOST POPULAR ADDRESS IN TOWN." The card plugs your theatre and "Street of Women" in a rather novel way. Price complete with Theatre imprint and playdate \$4.00 per M, \$3.50 per M over 3M and \$3.00 per M over 5M. Order direct from

EXPLOITATION PRINTERS 20 WEST 22nd STREET NEW YORK, N. Y.

Admit First 25 Women Free

Advertise that you will admit the first 25 women in line at the box-office free to the first showing of "Street of Women." You know what bargain hunters women are. This stunt will bring them to the theatre early in droves in order to get a free ticket. And once you've got them at the door, whether they're among the first 25 or not, you can count on the majority buying tickets.

Sidewalk Stencils

Use sidewalk stencils with this copy: "This Way To 'Street Of Women' — Strand Theatre Now."

Special Lobby Display

Don't lose sight of the fact that your lobby is your show window. With that in mind, make it as attractive as possible. Use plenty of blow-ups of Kay Francis — both head and full length. Use blow-ups of love scenes in the picture. Color them vividly and naturally. Use the catchlines you find in the ads and this section. Remember that the bigger anything is, the more impressive it is. The blow-ups therefore, should be unusually large, as should the catchline copy.

If possible, secure a series of full-length female figures from various posters you have and mount them in a parade the length of your lobby. You can apply the same thought to the marquee.

You can also blow up Ad No. 12 to fit a 40 x 60 frame. Set it at the entrance to your lobby and benefit from the attention it gets.

Be sure to put your "Street of Women" lobby in a full week before your play date.

Fashion Design

Offer prizes for the best fashion designs submitted during the showing of "Street of Women." The designs may be either sketched or executed. In either case, secure window space from your largest department store for the exhibition of the designs. Call it the Kay Francis Fashion Contest and get the cooperation of your newspaper in this contest. You'll arouse a lot of interest.

Interesting Street Con

Run a contest in the newspapers on the question "Which Is the Most Interesting Street for Women in Town?" Then with "Street of Women" and you'll find an interesting variety of answers.

Beauty Parlor Tie-up

Tie-up your beauty parlors. Get them to sponsor a "Kay Francis Wave," a "Kay Francis Bob," etc. Get window display space with the beauty shops. Plant placards and stills in the shop itself. Put a bug in the operators' ears (for a couple of passes) to talk up "Street of Women" to their customers. Let them tell their customers that Kay Francis wears a twenty-two costume change in the picture, that they hear the designs her own clothes, that they think she's the best dressed woman on the screen that they hear it's a racy story, etc.

That kind of constant word-of-mouth advertising is bound to benefit you in the box-office. Start a whispering campaign in the beauty-shop — then sit back and listen to how quickly the star and the picture become a topic of feminine conversation. If possible, get a couple of passes to any other establishments which are beginning whispering campaigns in their feminine patrol.

Transportation Tie-up

Tie-up with all means of transportation in your city, including taxi, bus and street car lines, to carry posters and cards stating: "This Taxi Will Take You To 'Street of Women' — At The Strand Theatre."

Tack Card Campaign

Use a number of tack-cards reading "Follow The Arrow To 'Street Of Women' — At The Strand Theatre." Plaster these all around the town, on lamp posts, telegraph poles, etc.

Herald Distribution In Stores

Because of the numerous tie-ups procurable on "Street of Women" and because of the opportunity you afford the local merchants for special displays, it should be an easy matter to have them distribute heralds on the picture and your showing by way of packages, etc. If you play the picture at the end of the month, have the stores include a herald in their regular monthly statements to their customers.

22 Costume Stunt

In "Street of Women," Kay Francis wears 22 complete costume changes in her role as a successful modiste. This fact gives you an opportunity to tie up with your largest women's apparel store for either a stage fashion show or big window display space or both.

Stress in your ad copy the fact that Francis wears a great variety of costumes in "Street of Women." Have the department store advertise that they, too, offer variety in gowns and accessories, in which connection they will hold a fashion show on the stage of your theatre, displaying 22 complete costumes, with all accessories to match. The store will also display the costumes used in the picture in every detail. Thus, you get a two-way play on the 22 costume changes idea that will have feminine hearts a-flutter and eager to see the gowns on living models on your stage.

Such stunts, calculated to arouse the strong feminine interest in clothes, will be doubly impressive because of their magnitude. Do it big for bigger box-office results.

CATCHLINES

- A Woman With the Courage of Her Own Code. She Laughed at Marriage—But Cried for Love. Others Called It Shameful—She Called It Love.
- The Heart Secrets of a Woman Who Was Once a Lady. It Rolls Up the Shades on Life. She Kissed With the Shades Up. She Gave Her Heart to a Married Man. She Gave All and Asked For Nothing. Irresistibly Alluring Kay Francis In Her Most Captivating Role.
- Intriguing Kay Francis as a Mistress of Emotion. Kay Francis' Great Portrayal of an Illicit Love. A Love Sacrifice Which Gave a Man a Future and the Woman a Past.
- Kay Francis in a Love Story That Would Startle Paris. She Confesses the Kind of Love Other Women Would Hide.



Fashion Show On Marquee

Here's a stunt that will snarl traffic outside your theatre because of the big crowds it will draw.

Secure twenty or twenty-five shapely young lasses to model the newest gowns, promoted from the leading shops in town, on the marquee of your theatre. Let them walk around and around it for a couple of hours, in shifts of five or six, displaying the gowns. It will attract a whole lot of attention from all passers-by. Post a twenty-four sheet behind them so onlookers can't miss the fact that Kay Francis is coming to your theatre in "Street of Women." Announce the marquee fashion parade in your newspaper ads. Have the shops contributing gowns and accessories take newspaper space advising readers that the "Street of Women" parade will feature the gowns advertised.

A stunt like this is simple to put over and will certainly command attention and comment. Your marquee, of course, must be able to accommodate the girls.

If your marquee is unable to accommodate a parade of models as suggested above, either secure a big store window for the show or use full-figure poster cutouts mounted on compo board and spaced all around your marquee.

**SEE THE COMPELLING
POSTERS ON PAGE 12**

Get the Hotel and Restaurant Trade

Distribute circulars in all your local hotels and restaurants worded like this:

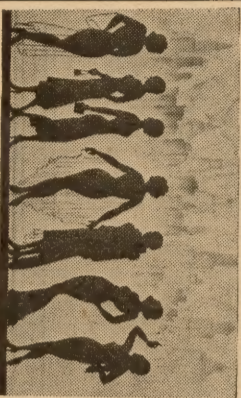
We hope you enjoy your stay (or meal) with us. Before (or after) you leave pay a visit to the "Street of Women" at the Strand Theatre where stunning Kay Francis is appearing in her most modern picture. We're sure you'll like it!

"Now and Then" Tie-up

Get every merchant in town who caters to feminine trade to come in with you on a cooperative tie-up which has a direct bearing on his sales. The essential idea of the "Now and Then" tie-up is a comparison of prices of ten years ago and today. Show women that they can buy anything they need at much lower prices than ever before. Show them that they, too, like Kay Francis, can be much better dressed for much less money than formerly.

The graphic example of comparative prices will command attention like very few other things would. Take advantage of this in your "Street of Women" campaign and benefit accordingly.

COLORTONE EFFECT



Make your screen presentation artistic and colorful with this atmospheric effect, elaborately colored, beautifully created.

4x5—Colored positive only \$2.00
Set (positive and negative) — 3.00
3 1/4 x 4—Colored positive only 1.50
Set (positive and negative) — 2.25

Order by No. N-247

NATIONAL STUDIOS, Inc.
226 West 56th St., New York

Be sure to specify size and send return with order to avoid parcel post and C.O.D. charges. Send for catalogue of Colortone Effects.

Below are comments by New York critics on Kay Francis' charm and ability. Blow these expressions up for use in a 40 x 60 lobby or side-walk frame.

WHAT N. Y. CRITICS SAID ABOUT KAY FRANCIS

"Bright-eyed and stunning . . . men too are fully appreciative of Kay's charms . . . She's intriguing!"
—Daily News

"Kay Francis radiates much charm . . . dresses with such good taste."
—New York Sun

"The irresistibly handsome Kay Francis."
—New York American

"Kay Francis alluring . . . vivid Brunelle wearing gorgeous clothes . . . Miss Francis is a stunning looking woman."
—Evening Graphic

"Finely able interpretation Miss Francis gives."
—Herald Tribune

"Miss Francis more than deserves top billing . . . a most charming damsel."
—Morning Telegraph

"Gives a genuine interpretation . . . instills charms and vivacity into the scenes."
—Evening Post

"She sustains interest through the charms of her vivid personality."
—Evening Journal

Outside Lobby Stunt

You can make the front of your theatre very interesting as well as attract attention by packing paper mache lamp posts on either side of the outside lobby. Signs typical of street signs should be hung on these posts with the title "Street of Women" painted on. This will give a street effect to your front and will command a lot of interest. You might also place some enlarged compo board figures of Kay Francis and other women in the cast around the front to further impress the street of women angle. At night arrange to have these lamp posts lit up.

VALUABLE WINDOW SPACE FREE!

FRONT



What an opportunity you have for getting free window space on Kay Francis when "Street of Women" plays your theatre. A national tie-up has been arranged with the Modern Merchandising Bureau whereby contacts, accessories and other materials in conjunction with this star will be supplied directly to your department store or specialty shop.

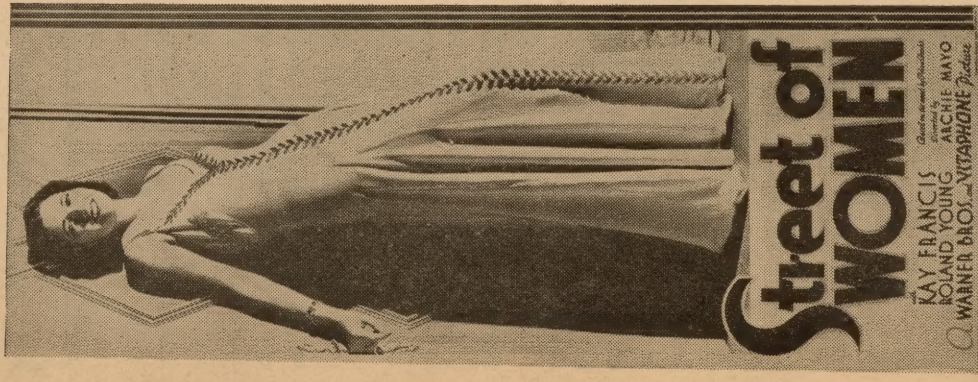
They have prepared a copy of the dress that Kay Francis features in this picture (Illustration at left) and to push the sales of it they have made up startling window displays consisting of 11 by 14 photographs and 30 by 40 enlargements of Kay Francis wearing the gown. It is decidedly to your advantage to get in on it! All that you need to do is to notify the Modern Merchandising Bureau, 22 East 55th Street, New York City and advise them of the date you play the picture and the store or stores in town with whom you would like to work the tie-up.

The beauty of this stunt is that not only will you be gaining valuable advertising, but the store as well gets a chance to cash in directly on your showing of "Street of Women." Because of this they will be willing to cooperate with you on exploitation, newspaper advertising and publicity, thus giving twice as much punch to your campaign.

Remember—As soon as you have decided on the playdate of "Street of Women" notify the Modern Merchandising Bureau at once!

BACK

REACH OUT FOR EXTRA BUSINESS WITH THESE POSTERS



SLIDE



ONE SHEET



SIX SHEET



THREE SHEET



WINDOW CARD



24 SHEET

Background black, title in orange with yellow highlight. Figure of Kay Francis done in light green with small credits light blue. A very distinctive poster.

PLEASE CLIP AND SEND IN YOUR ORDERS ON THE FORM BELOW

ADVERTISING ORDER

WARNER BROS.
PICTURES
VITAGRAPH, Inc.

Here's the SLIDING SCALE of PRICES

reductions in prices apply to quantity purchases for Accessories on ONE PICTURE only.)

READ CAREFULLY

1. Enclose remittance with order, if no remittance shipment will not be made.
2. If postage is not included in remittance shipment will be made express collect.
3. We make no C. O. D. shipments of advertising matter.

Please ship the following

by mail check
by express enclosed find money order

Date _____

PRODUCTION

THREE SHEETS	SIX SHEETS	TWENTY-FOUR SHEETS	WINDOW CARDS	LOBBY-COLORED	INSERT CARDS	SLIDE	HERALDS	MATS	SCENE CUTS	AD CUTS	NEWS STILLS	SPECIAL ACCESSORIES	AMOUNT
1 to 25 @ 40c each	1 to 10 @ 75c each 11 to 20 @ 70c 21 to 25 @ 65c	Up to 25 @ \$2.00 each Over 25 @ 1.75	1 to 50 @ 7c each 51 to 100 @ 6c Over 100 @ 5 1/2c	11 x 14 Set 75c 22 x 25 Set 80c	1 to 25 @ 25c each 26 to 50 @ 20c 51 to 100 @ 15c Over 100 @ 10c	15c	1000 to 5000 @ \$3.00 per M Over 5000 @ \$2.75 per M	Per Col. 5c	Per Col. 15c	Per Col. 20c	8/10 10c each		

Merchandising Production and Music Cues Gratis—Mail this order with your check early enough to insure advertising reaching you before play date

Theatre _____

Owner _____

Address _____

Inc. Printed in U. S. A.

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